



WJLA  
1100 Wilson Blvd. 6th Floor  
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)  
1010 Wisconsin Ave  
Suite 800  
Washington, DC 20007

## Contract # 192768

**Schedule Dates** 08/04/12-08/17/12  
**Advertiser** Obama for America/D (9323)  
**Agency/T-code** Greer Margolis & Mitchell (GMMB) (2116)/ELECTR  
**Product** Political-Political (1088)  
**Brand** OFA Sked C 8/4-8/17 (70596)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Nagelberg, Dan  
**Phone/Fax** /  
**CPE** OFA/Candidate /1549 Sked C 8/4-8/17  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Calendar  
**Comments**

**Date Entered** 08/03/12  
**Last Modified** 08/03/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$36,900.00  
**Net Total** \$209,100.00  
**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Calendar Month**  
Aug. 2012  
Grand Total:

Spots	Rate
208	\$246,000.00
208	\$246,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	08/04/12-08/11/12	4	:30	6:58P- WHEEL OF FORTUNE WEEKEND							1		2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		8/3/12
2.0	Normal Line / SPOT	08/04/12-08/11/12	4	:30	7:29P- JEOPARDY WEEKEND							1		2	\$800.00	\$1,600.00	WJLA Arlington (WJLA)		8/3/12
3.0	Normal Line / SPOT	08/05/12-08/12/12	4	:30	6:30P- NEWS-ABC 7 NEWS @ 630P								1	2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		8/3/12
4.0	Normal Line / SPOT	08/05/12-08/12/12	4	:30	6P- ABC-ABC WORLD NEWS TONIGHT								1	2	\$1,000.00	\$2,000.00	WJLA Arlington (WJLA)		8/3/12
5.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	9A- LIVE!		8	X	X	X	X	X		16	\$600.00	\$9,600.00	WJLA Arlington (WJLA)		8/3/12
6.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	10A- RACHAEL RAY		8	X	X	X	X	X		16	\$500.00	\$8,000.00	WJLA Arlington (WJLA)		8/3/12
7.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	10:58A- ABC-THE VIEW		8	X	X	X	X	X		16	\$1,000.00	\$16,000.00	WJLA Arlington (WJLA)		8/3/12
8.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		5	X	X	X	X	X		10	\$700.00	\$7,000.00	WJLA Arlington (WJLA)		8/3/12
9.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)		8	X	X	X	X	X		16	\$600.00	\$9,600.00	WJLA Arlington (WJLA)		8/3/12
10.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	12:57P- ABC-THE CHEW		8	X	X	X	X	X		16	\$700.00	\$11,200.00	WJLA Arlington (WJLA)		8/3/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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**Product** Political-Political (1088)  
**Brand** OFA Sked C 8/4-8/17 (70596)  
**Salesperson** Petro, Susan (1110)  
**Sales Office** WJLA - Core Team  
**Buyer Name** Nagelberg, Dan  
**Phone/Fax** /  
**CPE** OFA/Candidate /1549 Sked C 8/4-8/17  
**Account Types** Local/Political Candidate Agency  
**Billing Type** Calendar  
**Comments**

**Date Entered** 08/03/12  
**Last Modified** 08/03/12  
**Entered By** Susan Petro  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$36,900.00  
**Net Total** \$209,100.00  
**Sales Tax**

**WJLA Arlington (WJLA)**  
**By Calendar Month**  
Aug. 2012  
Grand Total: 208 \$246,000.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	3P-ABC-GENERAL HOSPITAL	3	X	X	X	X	X			6	\$1,600.00	\$9,600.00	WJLA Arlington (WJLA)		8/3/12
12.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	3:59P-ANDERSON COOPER SHOW	3	X	X	X	X	X			6	\$1,000.00	\$6,000.00	WJLA Arlington (WJLA)		8/3/12
13.0	Normal Line / SPOT	08/06/12-08/16/12	4	:30	6:59A-ABC-GOOD MORNING AMERICA	2	2	2	2	2				16	\$900.00	\$14,400.00	WJLA Arlington (WJLA)		8/3/12
14.0	Normal Line / SPOT	08/10/12-08/17/12	4	:30	6:59A-ABC-GOOD MORNING AMERICA						2			4	\$900.00	\$3,600.00	WJLA Arlington (WJLA)		8/3/12
15.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	12:02A-ABC-JIMMY KIMMEL	1	1	1	1	1	1			10	\$350.00	\$3,500.00	WJLA Arlington (WJLA)		8/3/12
16.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	20338-NEWS-ABC 7 NEWS @ 11P	4	X	X	X	X	X			8	\$2,400.00	\$19,200.00	WJLA Arlington (WJLA)		8/3/12
17.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	4986-ABC-ABC NIGHTLINE	1	1	1	1	1	1			10	\$1,400.00	\$14,000.00	WJLA Arlington (WJLA)		8/3/12
18.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	20331-WHEEL OF FORTUNE	1	1	1	1	1	1			10	\$2,400.00	\$24,000.00	WJLA Arlington (WJLA)		8/3/12
19.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	20332-JEOPARDY	1	1	1	1	1	1			10	\$2,600.00	\$26,000.00	WJLA Arlington (WJLA)		8/3/12
20.0	Normal Line / SPOT	08/06/12-08/13/12	4	:30	7:57P-ABC-BACHELOR PAD	2								4	\$7,000.00	\$28,000.00	WJLA Arlington (WJLA)		8/3/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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<b>Advertiser</b>	Obama for America/D (9323)	<b>Last Modified</b>	08/03/12
<b>Agency/T-Code</b>	Greer Margolis & Mitchell (GMMB) (2116)/ELECTR	<b>Entered By</b>	Susan Petro
<b>Product</b>	Political-Political (1088)	<b>CO-OP</b>	No
<b>Brand</b>	OFA Sked C 8/4-8/17 (70596)	<b>Headline #</b>	
<b>Salesperson</b>	Petro, Susan (1110)	<b>Demo</b>	
<b>Sales Office</b>	WJLA - Core Team	<b>Order Type</b>	Normal
<b>Buyer Name</b>	Nagelberg, Dan	<b>Package Deal</b>	
<b>Phone/Fax</b>	/	<b>Commission %</b>	15.00
<b>CPE</b>	OFA/Candidate /1549 Sked C 8/4-8/17	<b>Commission</b>	\$36,900.00
<b>Account Types</b>	Local/Political Candidate Agency	<b>Net Total</b>	\$209,100.00
<b>Billing Type</b>	Calendar	<b>Sales Tax</b>	
<b>Comments</b>			

**WJLA Arlington (WJLA)**

By Calendar Month	Spots	Rate
Aug. 2012	208	\$246,000.00
<b>Grand Total:</b>	<b>208</b>	<b>\$246,000.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
21.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	1	1	1	1	1	1			10	\$1,400.00	\$14,000.00	WJLA Arlington (WJLA)		8/3/12
22.0	Normal Line / SPOT	08/06/12-08/17/12	4	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	1	1	1	1	1	1			10	\$1,200.00	\$12,000.00	WJLA Arlington (WJLA)		8/3/12
23.0	Normal Line / SPOT	08/04/12-08/11/12	4	:30	6P- NEWS-ABC 7 NEWS @ 6P SAT							1		2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		8/3/12
24.0	Normal Line / SPOT	08/04/12-08/11/12	3	:30	12P- NEWS-SATURDAY ABC 7 NEWS @ 12N							1		2	\$500.00	\$1,000.00	WJLA Arlington (WJLA)		8/3/12
25.0	Normal Line / SPOT	08/04/12-08/11/12	3	:30	12P- NEWS-SATURDAY ABC 7 NEWS @ 12N							1		2	\$550.00	\$1,100.00	WJLA Arlington (WJLA)		8/3/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Order:

Comments:

# New Order

**Media:** TV  
**Client:** Obama for America  
**Product:** Candidate Orders  
**Estimate:** 1549  
**Description:** OFA Sked C 8/4-8/17  
**Version:** 1

**Market:** Washington, DC  
**Demo:** Women 25+  
**Separation:** 30  
**Flight Start:** 8/4/12  
**Flight End:** 8/17/12  
**Survey:**

**Vendor:** WJLA-TV  
**AE:** Susan Petro  
**Phone:**  
**Fax:**

**Billing To:** GMMB  
 1010 Wisconsin Avenue, NW, #800  
 Washington, DC 20007  
**Phone:** 202-572-2852  
**Fax:** 202-338-2334

**Comments:**

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	8/4	8/11	Total Spots	Women 25+ RTG	CPP
1	MTuWThF 9:00A-10:00A (LIVE WITH KELLY)	DT	\$600.00 C	30	8	8	16	✓	
2	MTuWThF 10:00A-11:00A (RACHAEL RAY<)	DT	\$500.00 C	30	8	8	16	✓	
3	MTuWThF 11:00A-12:00P (VIEW-ABC<)	DT	\$1,000.00 C	30	8	8	16	✓	
4	MTuWThF 12:00P-12:30P (ABC7 NWS AT 12)	DT	\$700.00 C	30	5	5	10	✓	
5	MTuWThF 12:30P-1:00P (MILLIONAIRE)	DT	\$600.00 C	30	8	8	16	✓	
6	MTuWThF 1:00P-2:00P (CHEW-ABC)	DT	\$700.00 C	30	8	8	16	✓	
7	MTuWThF 3:00P-4:00P (GENRL HOSPITAL<)	EF	\$1,600.00 C	30	3	3	6	✓	
8	MTuWThF 4:00P-5:00P (ANDERSON<)	EF	\$1,000.00 C	30	3	3	6	✓	
9	MTuWThF 7:00A-9:00A (G'D MRN AMR-ABC<)	EM	\$900.00 C	30	10	10	20	✓	
10	MTuWThF 5:00P-6:00P (ABC7 NWS AT 5)	EN	\$1,400.00 C	30	5	5	10	✓	
11	MTuWThF 6:00P-6:30P (ABC7 NWS AT 6)	EN	\$1,200.00 C	30	5	5	10	✓	
12	Sa 6:00P-6:30P (AVG. ALL WKS/ABC7 NWS AT 6)	EN	\$500.00 C	30	1	1	2	✓	
13	Sa 6:30P-7:00P (ABC-NWS SAT)	EN	\$500.00 C	30	1	1	2	✓	
14	Su 6:00P-6:30P (ABC NWS-SUN)	EN	\$1,000.00 C	30	1	1	2	✓	
15	Su 6:30P-7:00P (ABC7 NW AT 630)	EN	\$1,000.00 C	30	1	1	2	✓	
16	MTuWThF 12:05A-1:05A (J KIMMEL-ABC<)	LF	\$350.00 C	30	5	5	10	✓	
17	MTuWThF 11:00P-11:35P (VARIOUS)	LN	\$2,400.00 C	30	4	4	8	✓	

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	8/4	8/11	Total Spots	Women 25+ RTG	CPP
18	MTuWThF 11:35P-12:05A (VARIOUS)	LN	\$1,400.00	C 30	5	5	10		
19	MTuWThF 7:00P-7:30P (WHEEL-FORTNE<)	PA	\$2,400.00	C 30	5	5	10		
20	MTuWThF 7:30P-8:00P (JEOPARDY)	PA	\$2,600.00	C 30	5	5	10		
21	Sa 7:00P-7:30P (WHEEL-FORTNE W)	PA	\$800.00	C 30	1	1	2		
22	Sa 7:30P-8:00P (JEOPARDY-WKND)	PA	\$800.00	C 30	1	1	2		
23	M 8:00P-10:00P (BACHLRTE-ABC)	PT	\$7,000.00	C 30	2	2	4		
Total Spots:					103	103	206		
Total GRP/GIMP(000):					0.0	0.0		0.0	
Month	Cash\$-Spots	Trade\$-Spots	Total\$-Spots						
8/2012	\$244,900.00 - 206	\$0.00 - 0	\$244,900.00 - 206						
Total Gross Cost: \$244,900.00					Total Gross CPP: \$0.00				
Total Net Cost: \$208,165.00					Total Net CPP: \$0.00				



# Preemption Report - Detailed

Thursday, August 2, 2012 8:53:26 am

Contract #	P/E Type	P/E Status	Preempted	P/E Date	Rate	Times	Len	SPW	M	I	W	T	F	S	S	Station	M	Product	Estimate #	Contract Start/End Date
<b>Sales Person: Petro, Susan</b>																				
<b>Advertiser: Mattress Warehouse (2972)</b>																				
<b>Contract Number: 171284</b>																				

171284.38.1.4	No Avail	Open	7/31/12	10:44am	7/30/12	2:05A - 3:59:00AM	:30	14	X									Furniture - Furniture & Bedding (1048)	Jan - Dec 2012 - Inc	01/02/12-12/16/12
171284.57.0.28	No Avail	Open	7/31/12	4:52pm	8/13/12	4:30A - 2:05:00AM	:05	5	X	X	X	X	X	X	X			Furniture - Furniture & Bedding (1048)	Jan - Dec 2012 - Inc	01/02/12-12/16/12
171284.58.0.17	No Avail	Open	7/31/12	10:25am	7/30/12	4:30A - 2:05:00AM	:05	5	X	X	X	X	X	X	X			Furniture - Furniture & Bedding (1048)	Jan - Dec 2012 - Inc	01/02/12-12/16/12
171284.64.0.1	No Copy	Open	8/1/12	6:28pm	8/1/12	5A - 2:05:00AM	:10	6		X	X	X	X	X	X			Furniture - Furniture & Bedding (1048)	Jan - Dec 2012 - Inc	01/02/12-12/16/12
171284.64.0.2	No Copy	Open	8/1/12	6:28pm	8/1/12	5A - 2:05:00AM	:10	6		X	X	X	X	X	X			Furniture - Furniture & Bedding (1048)	Jan - Dec 2012 - Inc	01/02/12-12/16/12
171284.64.0.3	No Copy	Open	8/1/12	6:38pm	8/3/12	5A - 2:05:00AM	:10	6		X	X	X	X	X	X			Furniture - Furniture & Bedding (1048)	Jan - Dec 2012 - Inc	01/02/12-12/16/12

**Totals for: 171284** \$0.00 **Preempt Count:** 2

**Totals for: Mattress Warehouse (2972)** \$2,100.00 **Preempt Count:** 19

**Advertiser: Obama for America/D (9323)**

**Contract Number: 190800**

190800.9.0.1	Network Breaking News	Open	7/23/12	8:13am	7/20/12	10A - RACHAEL RAY	:30	5	X	X	X	X	X					Political-Political (1088)	1194-OPA Sked C	07/07/12-07/20/12
<b>Totals for: 190800</b> \$400.00 <b>Preempt Count:</b> 1																				
<b>Contract Number: 191730</b>																				
191730.3.0.1	Network Breaking News	Open	7/23/12	8:15am	7/20/12	10:58:25A - ABC - THE VIEW	:30	1	1									Political-Political (1088)	1479-7/19-7/24/12	07/19/12-07/24/12

**Totals for: 191730** \$700.00 **Preempt Count:** 1

**Contract Number: 192406**

192406.65.0.1	Pre-Empty	Open	7/31/12	5:40pm	8/18/12	6:30P - ABC-ABC WORLD	:30											Political-Political (1088)	1521 Sked A 30s	08/07/12-09/03/12
192406.66.0.1	Pre-Empty	Open	7/31/12	7:05pm	8/25/12	6:30P - ABC-ABC WORLD	:30											Political-Political (1088)	1521 Sked A 30s	08/07/12-09/03/12

**Totals for: 192406** \$1,000.00 **Preempt Count:** 2

**Contract Number: 192558**

192558.39.0.1	No Avail	Open	8/1/12	11:41am	9/12/12	9P - ABC - MODERN FAM	:30	1										Political-Political (1088)	1536 SKED A 9/4-10/1	09/04/12-10/01/12
192558.41.0.1	No Avail	Open	8/1/12	5:21pm	9/26/12	9P - ABC - MODERN FAM	:30	1										Political-Political (1088)	1536 SKED A 9/4-10/1	09/04/12-10/01/12
192558.42.0.1	Too Many Spots per Tp	Open	8/1/12	11:15am	9/9/12	6P - ABC-ABC WORLD	:30											Political-Political (1088)	1536 SKED A 9/4-10/1	09/04/12-10/01/12

**Totals for: 192558** \$16,600.00 **Preempt Count:** 3

**Totals for: Obama for America/D (9323)** \$18,700.00 **Preempt Count:** 2